



School Advisory Committee (SAC)

AGENDA / MINUTES OF MEETING

DATE: February 16, 2016

PREPARED BY: Lori Ventura (agenda); Lynn Perez (minutes)

LOCATION OF MEETING: Loughry Room

SAC MEMBERS PRESENT:

Fr. John Trout	X	Anne Phoenix	X	Sheila Johnson	
Lori Ventura	X	Matthew Everett	X	Jerry Langfeldt	X
Maura King	X	Mary Krogman	X		
Gil Licudine	X	Lynn Perez	X		
Tiffany Schiff (PA)	X	Jeff Nutschnig (AC)	X		

VISITORS:

WELCOME, MISSION STATEMENT AND GOSPEL READING

From Lori Ventura

1. Welcomed SAC members to the meeting.
2. Mission Statement: At St. Joseph Catholic School, we are called to educate our students in mind, body and spirit. Students are engaged in an academically challenging environment, nurtured by a faith-filled community and empowered through worship and service to build the Kingdom of God.
3. Gospel Reading: Luke 9: 28b-36
 - a. SAC members shared their reflections.

DISTRIBUTION OF MINUTES

1. Minutes were distributed to SAC members via email prior to the meeting.
2. December minutes were approved. Mary motioned; Maura seconded.
3. January minutes were approved. Jerry motioned; Matt seconded.

PRINCIPAL'S UPDATE

From Anne Phoenix

1. Blue Ribbon: We were automatically put at the second tier due to our previous win, and they had selected their schools before they made it to tier 2. We will re-apply next year.
2. Strategic Long Range Plan: Update of process
 - a. April 19: SAC training



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- b. May 18: evening focus groups
- c. May 19: evening focus groups
- d. Plan to move SAC meeting to May 24th.
3. State Visit: scheduled for next Wednesday. Principals of St. Gilberts and Butterfield School will be onsite that day assisting with the visit.
4. AdvancED Site Visit: March 3. We are in the process of finalizing necessary documentation for this visit.
5. Camp Edwards: sixth grade outdoor education is second week of March.
6. Calendar for next year's SAC meetings: 3rd Tuesday of the month.
7. Summer 2016 offerings at SJCS: to be determined during month of March once maintenance summer timeline is established.

PASTOR'S UPDATE

From Father Trout

1. Parish will be looking for someone to support communications and social media efforts.
2. All day reconciliation for Lent on March 19th. Please plan to attend.
3. Pope has asked us to perform an act of justice as part of Lent. Plan to attend Chew for Peru on February 27th on 6pm.
4. Parish retreat starts February 28th. Please plan to attend those sessions.
5. As part of his focus on faith formation and families, Father recommends reading *Gathered and Sent* by Bernard Lee and Michael Cowan. The book is about American society and church culture. More to come from Father moving forward on this effort.

SJCS PARENT ASSOCIATION UPDATE

From Tiffany Schiff

1. Book Fair sold about \$14,000. Mrs. Hoglund was able to purchase many carts of books for our library. We are pleased with our decision to return to Anderson Book Company.
2. Catholic Schools Week (CSW) teacher lunches were well received.
 - a. Different themed food items everyday. This year we had set up crew and clean up crews which helped a lot. We also offered to-go packages via Tupperware or ziploc bags.
 - b. We also received enough donations to provide every teacher/staff a raffle prize gift. Michele Nettesheim and Katie Forlenza are to be commended for this effort.
 - c. CSW Java w/ Joe was a big success. Many thanks to Susan Pucin, Carey D'Amore, Amy Savage...and many other volunteers. Great way to end CSW.
 - d. Art in a Box adorned the hallways with our children's beautiful works of art during CSW open house. They did an amazing job as a team. They also booked their 4th grade field trip to art museum for April 4th. Art in a Box Chairs will pick out parent volunteers for this.
 - e. CSW window painting had 74 kids involved and the windows looked great. Next year we will be revamping the clean-up process. Thank you to Mary Krogram, Carey D'Amore and Elizabeth Bleser for coordinating this effort.



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3. Short Term Goals
 - a. Father/daughter dance is this Friday the 19th from 7-9pm. We need to discuss time for future. They say they are ok with volunteers and food.
4. Long Term Goals
 - a. In 2016-2017 school year, SJSPA will introduce and fund "in-class" experiences to bring in programs or in-class field trips.
5. Action Items
 - a. Complete documentation of SJSPA expenditures from the 2015-2016 school year.

ATHLETIC COMMITTEE UPDATE

From Jeff Nutschnig

1. Basketball season is wrapping up shortly.
2. Planning is underway for a basketball parent survey.
3. Intramurals will be starting next week. Thank you for our volunteer coaches including: Gerard Nichol, Jeff Nutschnig, John Pucin, Gil Licudine, Jason Wegener, Karen Graham, Tom Leahy, Rico D'Amore, Elizabeth Bleser, Robb Kristopher, and Bob Nettesheim.
4. Action Items
 - a. Discuss Athletic Committee membership process (Jeff/Lori/Anne).

FINANCE UPDATE

From Sheila Johnson

1. Short Term Goals
 - a. Achieve the 2015-16 budget
 - b. December results
 - c. For the month: Income of \$34,828, \$20,504 favorable to the budgeted income of \$14,323.
 - d. Year to date results: Expense of \$15,432, \$137,704 favorable to the budgeted expense of \$15,432.
 - e. Compiled the vendor donation information and reviewed information with Fundraising Chairs
2. Long Term Goals
 - a. Support the SJCS Long Range Plan
3. Action Items
 - a. Review January 2016 financial results at a future meeting as they are not yet available
 - b. Complete 2016-17 budget which is due March 31st.

MARKETING UPDATE

From Lynn Perez

1. Short Term Goals
 - a. 2015-2016 Enrollment: 457



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- i. Budgeted enrollment: 432 (variance: +27)
 - ii. Aspirational Goal: 450 (variance: +9)
 - b. Retention & Loyalty: retain current students (excluding 8th graders) by reducing voluntary departures; Goal: ≤ 8
 - i. Status: 5 total departures this year
 1. 1 due to commute from neighboring community; 3 returning to home schooling; 1 relocated out of state
2. Long Term Goals
- a. 2016-2017 Enrollment goals:
 - i. Budgeted enrollment: 432; Aspirational Goal: 460
 1. Status: Re-enrollment forms have been distributed to current families
 2. Status: Projected enrollment with preschool enrollees plus rolling forward all other grades is 439
 - a. Preschool: 36 students enrolled thus far
 - b. Kindergarten: project 28 students thus far (existing pre-K 4s plus new)
 - c. 1st-8th: 375 (if all students return)
 - ii. Successfully open 2nd preschool room and enroll 30 total in preschool
 1. Status: Exceeding with 36 students enrolled.
 - iii. Prospect Conversion: # prospects converted to enrollees; Goal: 20%
 - b. Community Awareness: increase # of community engagement activities
 - c. Long Range Strategic Plan: organize proposed tactics into timeframes
3. Action Items
- a. Catholic Schools Week (CSW) and 2016-2017 enrollment
 - i. Open House: ~20 tours with 16 of those being new prospects. Of those, 3 have enrolled in preschool and 3 others are scheduled for shadowing.
 - ii. Daily Herald Ads: we will be receiving report from Daily Herald to evaluate success.
 - iii. Direct mailer to designated surrounding neighborhoods: Sent 6,500 postcards. 5 inquiries from the postcards. Of those, 3 preschoolers enrolled.
 1. Planning to send 2nd mailer in April focusing on “Now Enrolling” message.



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- iv. CSW Ambassadors: Many thanks to the parent ambassadors, peer helpers and alumni who supported our tours!
- b. Preschool Expansion Planning (Anne/Tracy)
 - i. Cook Memorial Library Preschool Fair: 1 enrollee from the event.
- c. February/March/April Plans
 - i. Infographic on SJCS achievement (Jerry, Lynn, Tracy)
 - ii. Explore digital/online tools with the help of Maura, Kelly and Technology Committee including pilot digital Ads (Google Adwords); using Google Analytics for our website; and enhancing our searchability.
 - iii. Spiritwear review and follow-up.
- d. Discussion Item: 90th Anniversary plans
 - i. Ideas from SAC: Alumni event; block party with mass, music/festival; link it in with mass in the park then a weekend of activities; research what has worked well at other parishes/schools to learn from that; what did we do for 75th anniversary.

FUNDRAISING UPDATE

From Mary Krogman and Jerry Langfeldt

- 1. Short Term Goals
 - a. Continued donor outreach (mail gratitude cards).
 - b. Tracking of pledge payments to ensure all funds received by end of school year (Mary Beth Koenig).
 - c. Analyze 2015-16 Knight Fund statistics (corporate matching, family participation) and recommendations for 2016-17 (shorten pledge drive, adding FACTS payment option).
- 2. Long Term Goals
 - a. Recommendations from fundraising consultant:
 - i. Consolidate three years of Knight Fund information into one donor database and evaluate donor management software options.
 - 1. Next steps: Anne will talk with parish finance team about what the parish may be doing relative to databases.
 - ii. Professional development on fundraising: consider development position on staff.
 - 1. Next steps: discuss as part of LRSP.
 - iii. Ad Hoc Committee:
 - 1. Develop long-term plan for Knight Fund or SJCS business partnerships (2016-2017 school year) with goal to approach businesses prior to start of school year (July or August).
 - 2. Explore website and Facebook analytics for use in conversations with business partners.



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3. Jerry will create a fishbone diagram around two approaches for business partnerships: existing: consultative; new: letter followed with a call.
3. Action Items
 - a. Define and develop long term business program. Jerry to revise draft letter for SAC review at the March meeting.
 - b. Develop donor database and best practices for 2016-17 Knight Fund.

TECHNOLOGY UPDATE

From Maura King

1. Short Term Goals
 - a. Chromebooks: explore funding possibilities for Chromebooks going forward.
 - i. Continue to lease (leverage the Arch).
 - ii. Change course and look to purchase.
 - b. Fiber decision moving forward, Kelly working with ATT and church on the project.
2. Long Term Goals
 - a. Some replacement and refresh equipment this summer including the servers.
3. Action Items
 - a. Create and share a list/schedule for hardware replacement including computer lab, mobile labs, Chromebooks, ipads, projectors, etc.
 - b. Anne to follow-up with Kelly and then Lori regarding the opportunity Rico D'Amore raised regarding Chromebooks.

CONTINUOUS IMPROVEMENT UPDATE

From Lori Ventura and Matt Everett

1. Short Term Goals
 - a. Support SLRP process
 - b. Support the site visits for accreditation
2. Long Term Goals
 - a. Plan for and implement discernment process for future SAC members (April)
3. Action Items
 - a. Assist with planning for SLRP 2 day sessions.

MOTION FOR ADJOURNMENT

1. Meeting was adjourned.
2. Father Trout motioned; Gil seconded.

CLOSING PRAYER

1. Offering of special intentions followed by Our Father.